

## ABSTRACT OF THE DISCLOSURE

The brightness of image data is previously defined based on the R, G, and B values of each pixel. In an image considered to have been exposed appropriately by a conventional method, when the brightness histogram for the defined image is computed, pixels having the maximum value in the definition of brightness always occupy a predetermined rate (1% or so) of all pixels. Based on this rule of thumb, the gain of an image acquisition device or the pixel value of acquired data is adjusted so that a brightness histogram (3) for image data which is an object of adjustment becomes a histogram (4) having the same characteristic as the above-mentioned appropriately exposed image.

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